

In the Claims

Sub F17
Claims 1-41 (Canceled)

42. (Currently Amended) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:

monitoring subscriber interactions to advertisements presented; and

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processing the subscriber interactions to generate the subscriber profile, wherein the subscriber profile identifies demographic characteristics ~~traits~~ about the subscriber ~~that are not directly related to the subscriber interactions~~, wherein said processing includes applying heuristic rules that associate the subscriber interactions to demographic characteristics about the subscriber.

43. (Canceled)

44. (Previously Presented) The method of claim 42, further comprising retrieving information associated with the advertisements presented, wherein said processing includes processing the subscriber interactions with respect to the information.

45. (Previously Presented) The method of claim 42, further comprising processing the subscriber interactions in order to define traits associated with the subscriber interactions, wherein said processing the subscriber interactions to generate the subscriber profile includes

processing some combination of the traits and the subscriber interactions in order to generate the subscriber profile.

46. (Currently Amended) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:

monitoring subscriber interactions to advertisements presented;

retrieving heuristic rules associated with the subscriber interactions, wherein the heuristic rules associate the subscriber interactions to demographic characteristics about the subscriber ~~that are not directly related to the interactions~~; and

applying the heuristic rules to the subscriber interactions in order to generate the subscriber profile, wherein the subscriber profile identifies demographic characteristics about the subscriber ~~that are not directly related to the interactions~~.

47. (Canceled)

48. (Previously Presented) The method of claim 46, further comprising retrieving information associated with the advertisements presented, wherein said applying includes applying the heuristic rules to the subscriber interactions with respect to the information.

49. (Previously Presented) The method of claim 46, further comprising

processing the subscriber interactions in order to define traits associated with the subscriber interactions, wherein

said retrieving includes retrieving heuristic rules associated with some combination of the subscriber interactions and the traits; and

said applying includes applying the heuristic rules to some combination of the traits and the subscriber interactions in order to generate the subscriber profile.

50. (Previously Presented) The method of claim 46, wherein the heuristic rules are probabilistic in nature.

51. (Previously Presented) The method of claim 46, wherein the subscriber profile is probabilistic in nature.

52. (Previously Presented) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:

monitoring subscriber interactions to advertisements presented;

retrieving heuristic rules associated with the subscriber interactions, wherein the heuristic rules associate the subscriber interactions to characteristics about the subscriber and predict demographic characteristics about the subscriber; and

applying the heuristic rules to the subscriber interactions in order to generate the subscriber profile, wherein the subscriber profile identifies characteristics about the subscriber.

53. (Previously Presented) The method of claim 52, wherein the subscriber profile identifies demographic characteristics of the subscriber.

54. (Previously Presented) The method of claim 46, wherein the heuristic rules predict product interest characteristics about the subscriber.

55. (Previously Presented) The method of claim 46, wherein the subscriber profile identifies product interest characteristics of the subscriber.

56. (Previously Presented) The method of claim 46, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and associated time.

57. (Previously Presented) The method of claim 46, wherein said monitoring includes monitoring all subscribers interactions with a television.

58. (Previously Presented) The method of claim 57, further comprising retrieving information corresponding to the subscriber interactions.

59. (Previously Presented) The method of claim 58, wherein the information includes at least some subset of title, category, subcategory, description, rating, content, product, brand, and product type.

60. (Currently Amended) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:

monitoring subscriber interactions to advertisements presented;

processing the subscriber interactions in order to define traits associated with the subscriber interactions; and

applying heuristic rules to the traits in order to generate the subscriber profile, wherein the heuristic rules associate the traits to demographic characteristics about the subscriber ~~that are not directly related to the interactions~~ and the subscriber profile identifies demographic characteristics about the subscriber ~~that are not directly related to the interactions~~.

61. (Canceled)

62. (Previously Presented) The method of claim 60, wherein said processing includes aggregating the subscriber interactions in order to define the traits associated with the subscriber interactions.

63. (Previously Presented) The method of claim 62, wherein said aggregating includes aggregating the subscriber interactions for a single viewing session to generate session traits associated with the subscriber interactions for that viewing session.

64. (Previously Presented) The method of claim 62, wherein said aggregating includes aggregating the subscriber interactions for multiple viewing sessions to generate average traits associated with the subscriber interactions for the multiple viewing sessions.

65. (Previously Presented) The method of claim 60, wherein the traits associated with the subscriber interactions do not identify specific subscriber interactions.

66. (Previously Presented) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:

monitoring subscriber interactions to advertisements presented;

processing the subscriber interactions in order to define traits associated with the subscriber interactions, wherein the traits associated with the subscriber interactions include at least some subset of

viewing percentage per product and brand; and

average volume per product and brand; and

applying heuristic rules to the traits in order to generate the subscriber profile, wherein the heuristic rules associate the traits to characteristics about the subscriber and the subscriber profile identifies characteristics about the subscriber.

67. (Previously Presented) The method of claim 60, wherein said processing includes determining the extent to which advertisements are viewed by the subscriber.

68. (Previously Presented) The method of claim 60, further comprising retrieving information associated with the advertisements presented, wherein said processing includes processing the subscriber interactions with respect to the information in order to define the traits.

69. (Previously Presented) The method of claim 60, wherein said monitoring includes monitoring all subscribers interactions with a television.

70. (Previously Presented) The method of claim 69, wherein the traits associated with the subscriber interactions include at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.

71. (Currently Amended) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:

monitoring subscriber interactions to advertisements presented;

retrieving information associated with the advertisements presented;

applying the information to the subscriber interactions to generate interaction data;

retrieving a set of rules associated with at least a subset of the interaction data, wherein the set of rules relates at least one aspect of the interaction data to at least one ~~non-interaction~~ demographic characteristic; and

applying the set of rules to the interaction data in order to generate the subscriber profile, wherein the subscriber profile includes at least one ~~non-interaction~~ demographic characteristic about the subscriber.

72. (Currently Amended) The method of claim 71, further comprising aggregating the interaction data to generate interaction traits associated with the subscriber, wherein

said retrieving a set of rules includes retrieving a set of rules associated with some combination of the interaction data and the interaction traits, wherein the set of rules relates at least one aspect of the some combination to at least one ~~non-interaction~~ demographic characteristic; and

said applying includes applying the set of rules to the combination in order to generate the subscriber profile.

73. (Currently Amended) A method for monitoring a subscribers interactions with advertisements in order to generate a subscriber profile, the method comprising:

monitoring subscriber interactions to advertisements presented;

retrieving information corresponding to the advertisements presented, wherein the information includes descriptions of at least one aspect of the advertisements presented;

creating a first representation of the subscriber based on the subscriber interactions and the information;

retrieving a set of rules associated with at least a subset of the first representation, wherein the set of rules relates at least one aspect of the first representation to at least one ~~non-~~ interaction demographic parameter; and

applying the set of rules to the first representation in order to generate the subscriber profile, wherein the subscriber profile defines at least a second representation of the subscriber.